



WTIC-TV

ORDER

Print Date 09/11/12

Page 1 of 2

Flight Dates 09/12/12-09/18/12

Contract / Revision 386442 /

Original Date / Revision
09/11/12 09/11/12

Advertiser Democratic Senatorial Camp

Agency Great American Media

Buying Contact

3050 K St NW
Washington, DC 20007

Product

DSCC-IE

Agency Com 15%

Billing Contact

3050 K St NW
Washington, DC 20007

Sales Office TWDC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 1758

Alt Order # 06310608

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL2

Priority 03

Advertiser Ref

Primary Account Executive
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Order Share 11% Market Value 123863

Competing Station	% of Order	Amount
2WCCT	1%	1238
3WFSB	41%	50784
4WVIT	20%	24772
5WTNH	27%	33443
6WCTX	%	0
7CABL	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	40	\$11,581.25	\$13,625.00	0.00	08/27/12	09/18/12	40	\$11,581.25	\$13,625.00
Totals	40	\$11,581.25	\$13,625.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	61	09/12/12	09/18/12	M-F 1p-2p M-F 1p-2p	CM	1p-2p	11111--	:30	5	\$150.00	03	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/12/12	09/18/12	11111--		5		\$150.00		0.00					
E 2	61	09/12/12	09/18/12	M-F 2p-3p M-F 2p-3p	CM	2p-3p	11111--	:30	5	\$150.00	03	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/12/12	09/18/12	11111--		5		\$150.00		0.00					
E 3	61	09/12/12	09/18/12	M-F 5p-6p M-F 5p-6p	CM	5p-6p	11111--	:30	5	\$275.00	03	0.00	NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/12/12	09/18/12	11111--		5		\$275.00		0.00					
E 4	61	09/12/12	09/18/12	M-F 6p-630p M-F 6p-630p	CM	6p-630p	11111--	:30	5	\$400.00	03	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/12/12	09/18/12	11111--		5		\$400.00		0.00					
E 5	61	09/12/12	09/18/12		CM	7p-730p	11111--	:30	5	\$600.00	03	0.00	NM	5	\$3,000.00



WTIC-TV

Print Date: 09/11/12

Page 2 of 2

Contract / Revision **386442** Flight Dates **09/12/12-09/18/12**Hiatus DatesOriginal Date / Revision 09/11/12/ 09/11/12Order Sep 00:15:00Advertiser **Democratic Senatorial Carr** Product **DSCC-IE**Estimate # **1758**

														<div>Totals</div>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				M-F 7p-730p												
				M-F 7p-730p												
		<div>Start Date</div>	<div>End Date</div>	<div>Weekdays</div>	<div>Spots/Week</div>		<div>Rate</div>		<div>Rating</div>							
Week:		09/12/12	09/18/12	11111--	5		\$600.00		0.00							
E 6	61	09/12/12	09/18/12	M-F 7a-8a	CM	7a-8a	11111--	:30	5	\$250.00	03	0.00	NM	5	\$1,250.00	
				M-F 7a-8a												
		<div>Start Date</div>	<div>End Date</div>	<div>Weekdays</div>	<div>Spots/Week</div>		<div>Rate</div>		<div>Rating</div>							
Week:		09/12/12	09/18/12	11111--	5		\$250.00		0.00							
E 7	61	09/12/12	09/18/12	M-F 730p-8p	CM	730p-8p	11111--	:30	5	\$700.00	03	0.00	NM	5	\$3,500.00	
				M-F 730p-8p												
		<div>Start Date</div>	<div>End Date</div>	<div>Weekdays</div>	<div>Spots/Week</div>		<div>Rate</div>		<div>Rating</div>							
Week:		09/12/12	09/18/12	11111--	5		\$700.00		0.00							
E 8	61	09/12/12	09/18/12	M-F 8a-9a	CM	8a-9a	11111--	:30	5	\$200.00	03	0.00	NM	5	\$1,000.00	
				M-F 8a-9a												
		<div>Start Date</div>	<div>End Date</div>	<div>Weekdays</div>	<div>Spots/Week</div>		<div>Rate</div>		<div>Rating</div>							
Week:		09/12/12	09/18/12	11111--	5		\$200.00		0.00							
														Totals	40	\$13,625.00